



## 2018 CIAA Tournament Survey Results & Economic Impact Report

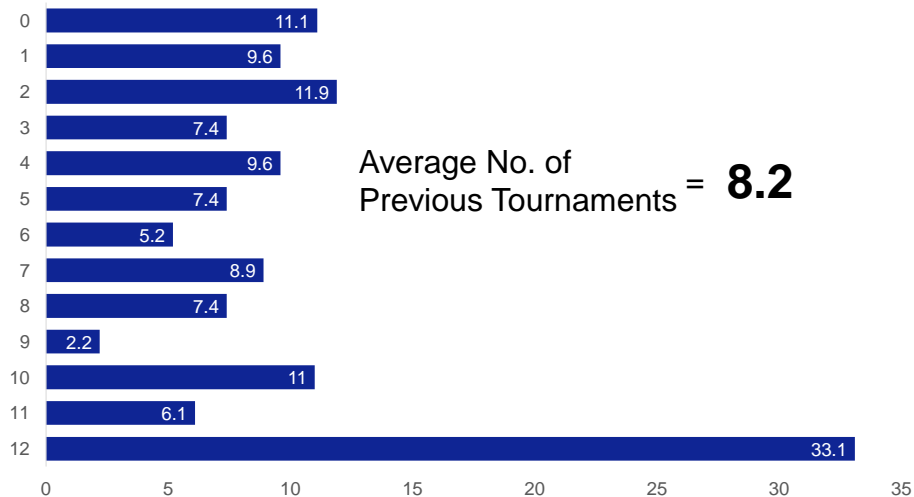
Presented by: CRVA Research

### Methodology

- This study surveyed attendees of the 2018 CIAA Basketball Tournament held in Charlotte, NC February 27 to March 3, 2018.
- “Attendees” include individuals who attended basketball games, Official CIAA Events and non-official events that occurred February 27 to March 3, 2018.
- The survey link was distributed via email and social media through CIAA and member schools.
- This study had 619 completed responses.
- Out-of-town spending by visitors and organizations was classified into NAICS industry codes.
- IMPLAN’s input-output methodology was used to calculate indirect and induced spending, and total economic impact

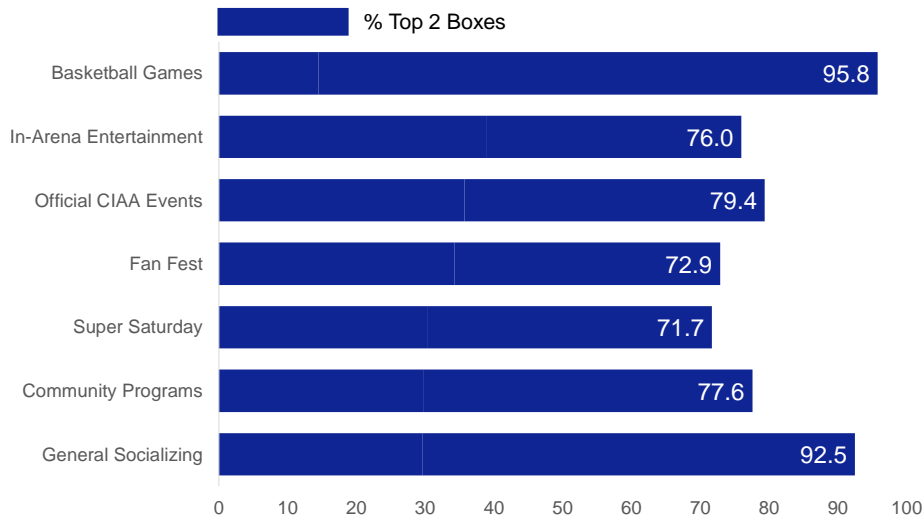
## 2018 Tournament Experience

1 in 3 attendees have been to every CIAA Tournament in Charlotte



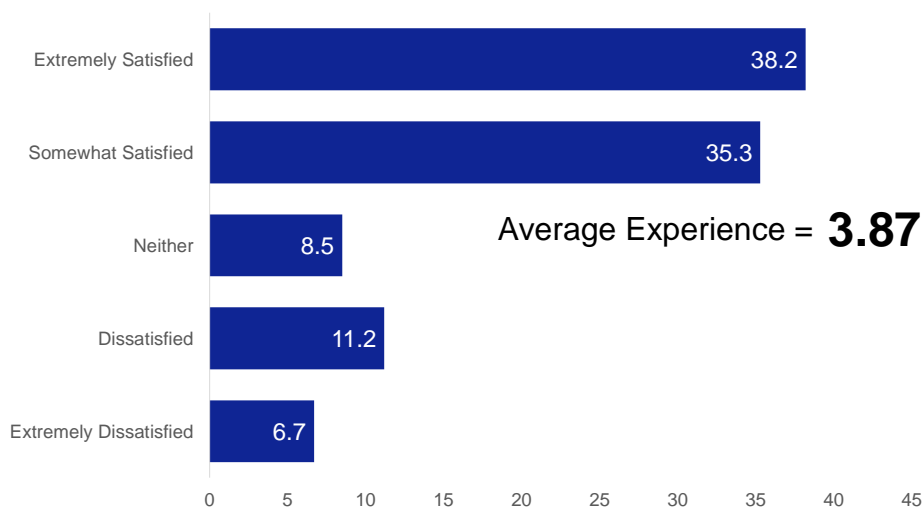
Source: 2018 CIAA Tournament: All Fans, N=619

## Basketball & socializing rank as top 2 tournament elements as most important



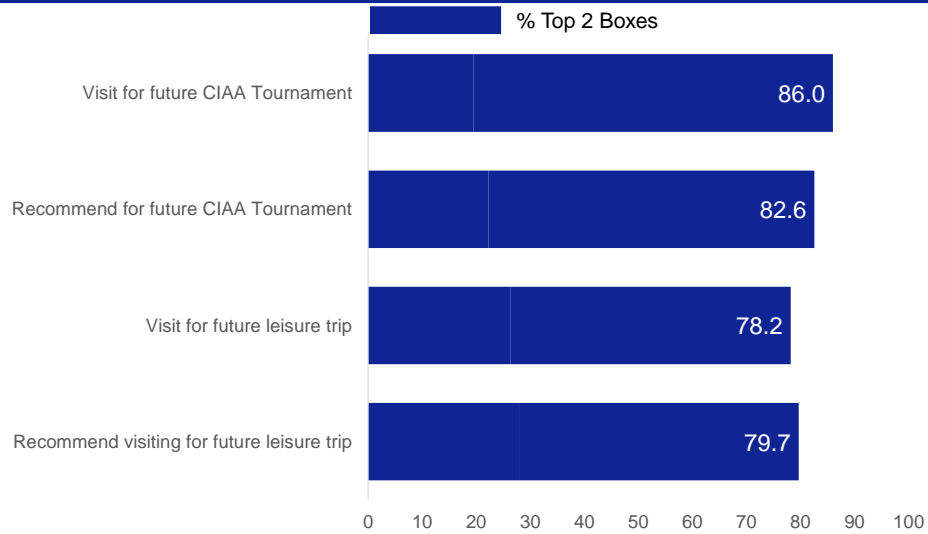
Source: 2018 CIAA Tournament: All Fans, N=669

## Nearly 3 in 4 attendees are satisfied with the overall 2018 tournament experience



Source: 2018 CIAA Tournament: All Fans, N=673

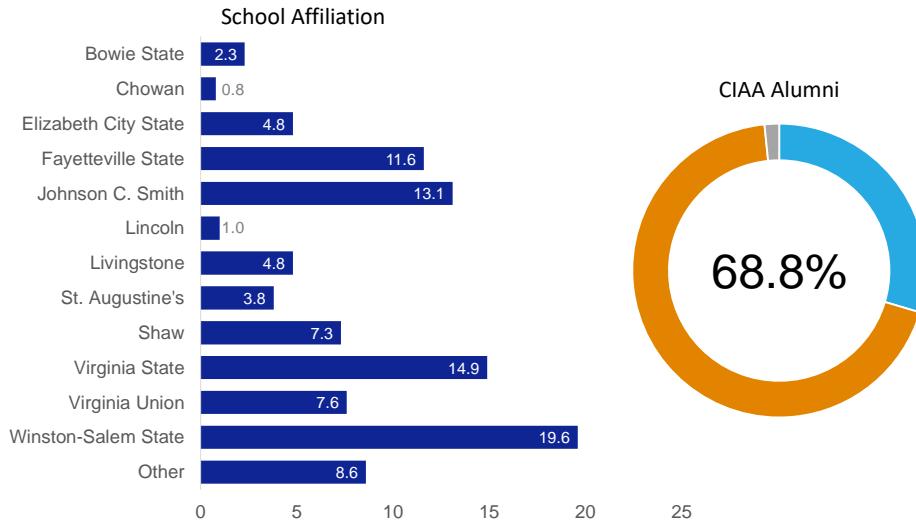
## Experience leads to likely return trips and recommendations to friends & relatives



Source: 2018 CIAA Tournament: All Fans, N=673

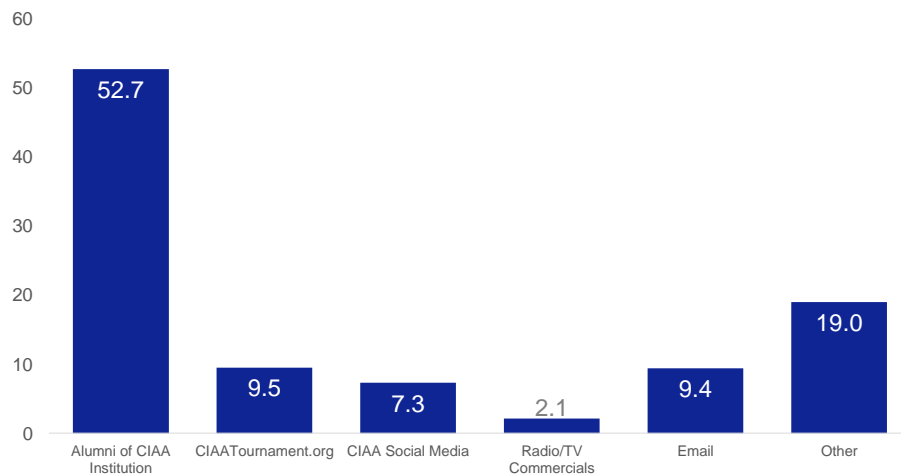
Marketing &  
Communications

## More than 2 in 3 attendees are CIAA Alumni



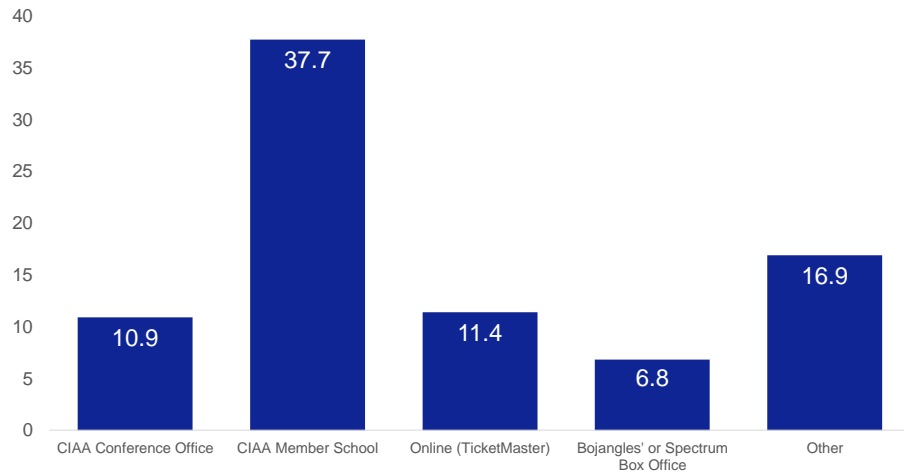
Source: 2018 CIAA Tournament: All Fans, N=673

## Member schools are conduit to fan base



Source: 2018 CIAA Tournament: All Fans, N=673

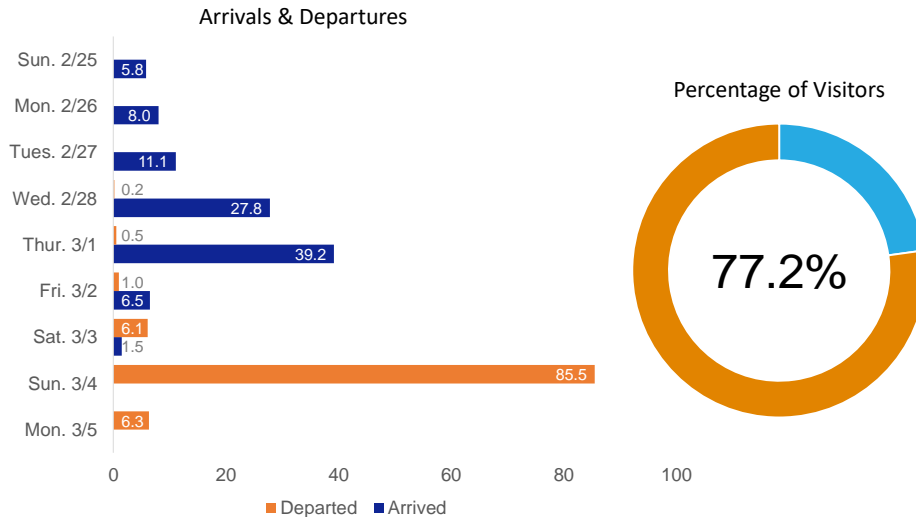
## Ticket sales match communication channels



Source: 2018 CIAA Tournament: All Fans, N=673

## Visitor Attributes

## More than 3 in 4 attendees traveled to Charlotte for the weekend

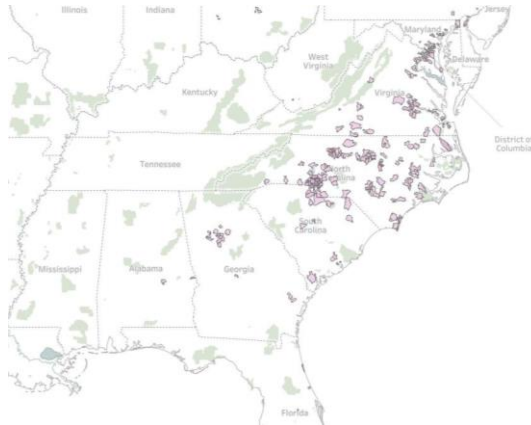


Source: 2018 CIAA Tournament: All Fans, N=673

## 39% of attendees live in North Carolina

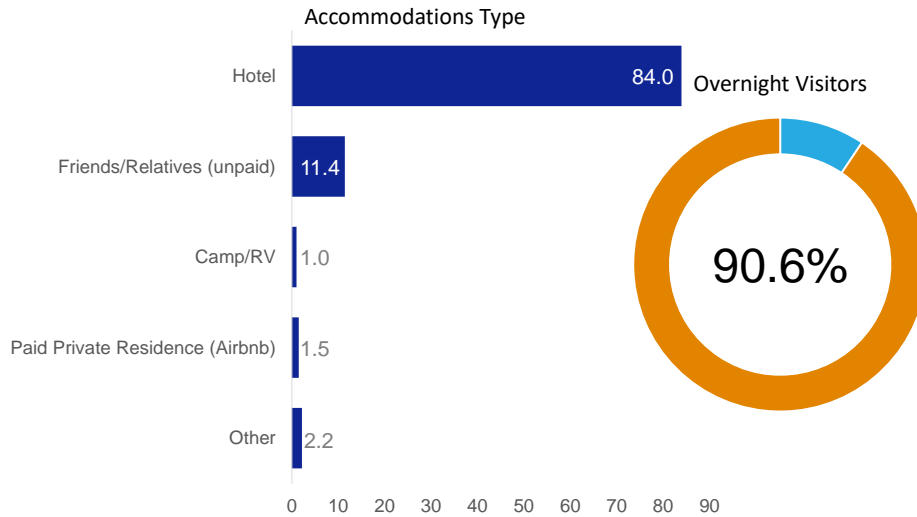
### Top Markets for CIAA Attendees

Charlotte	30.1%
Raleigh-Durham	13.5%
Washington, D.C.	11.8%
Richmond	8.0%
Greenboro-High Point-Winston-Salem	7.8%
Norfolk	4.7%
Atlanta	3.6%
Baltimore	3.1%
Greenville, NC	2.7%
New York	2.4%



Source: 2018 CIAA Tournament: All Fans, N=673

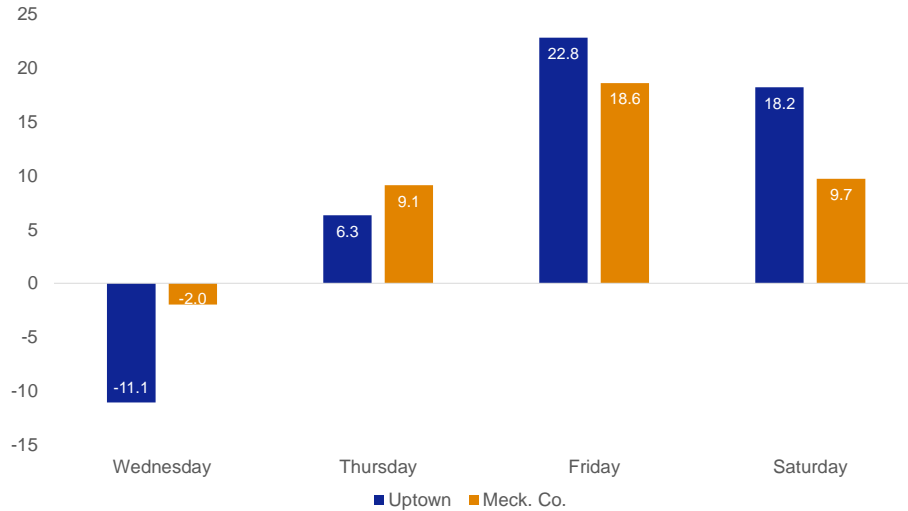
## Most visitors stay overnight, and in hotel accommodations



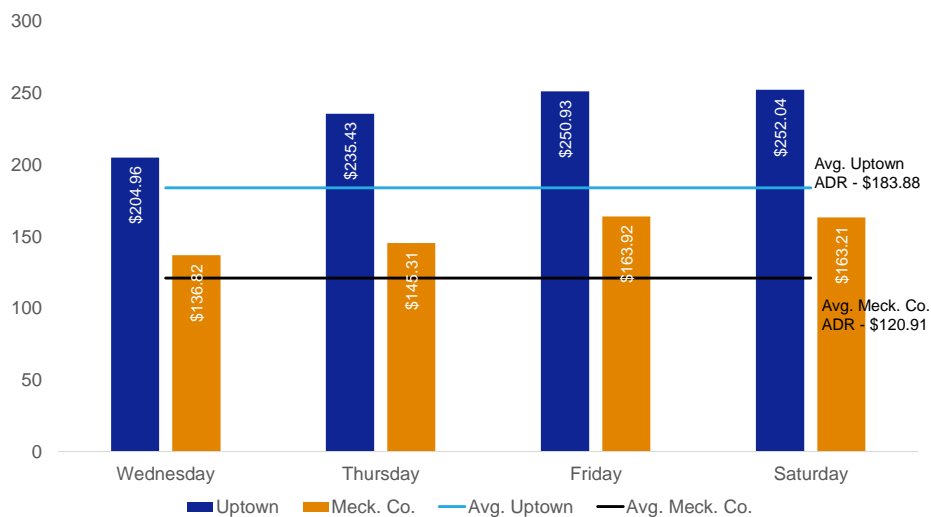
## Economic Impact



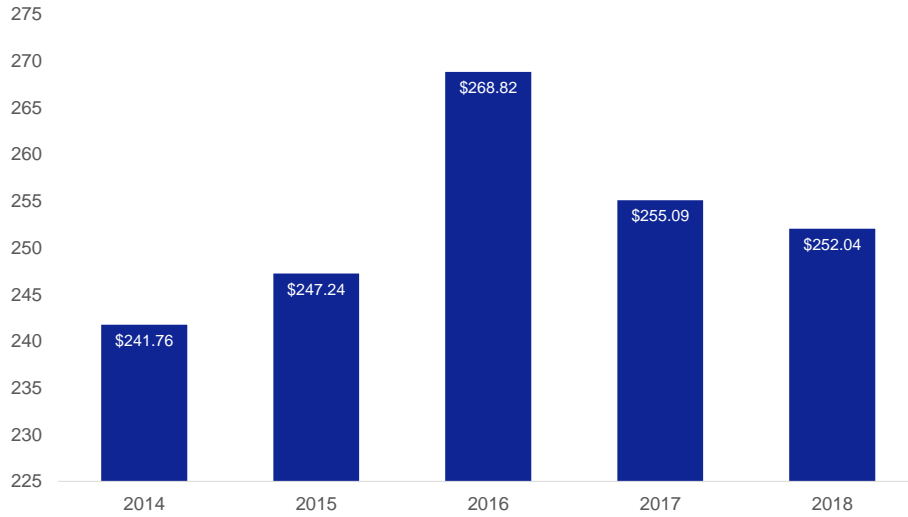
## Significant hotel demand growth over 2017, largely in new Uptown supply



## Rate premiums on Uptown hotels

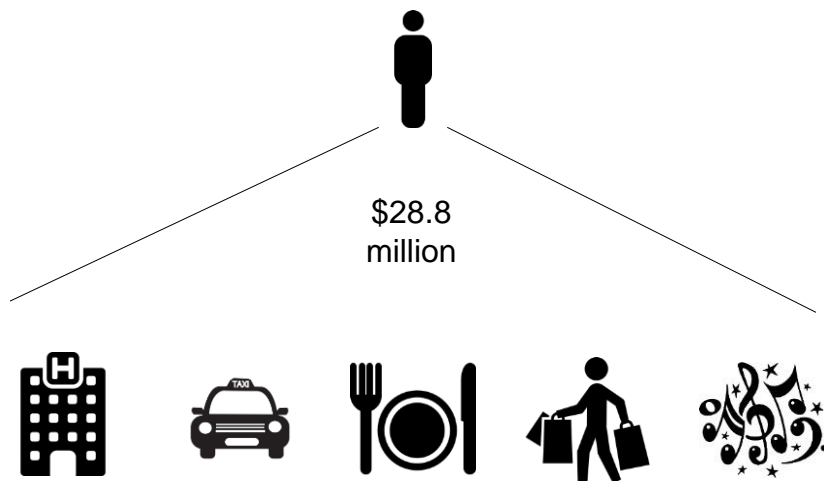


## Peak hotel rates have come down for consecutive years



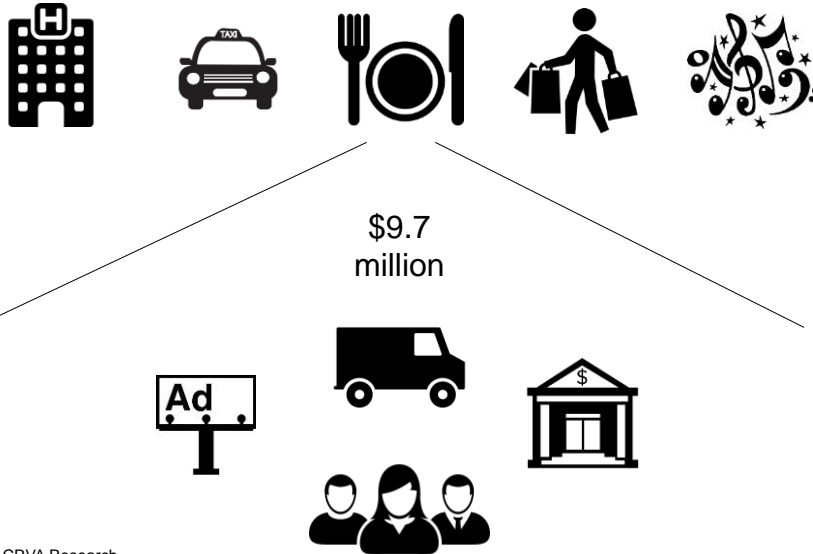
Source: STR

## Visitors spent \$28.8 million



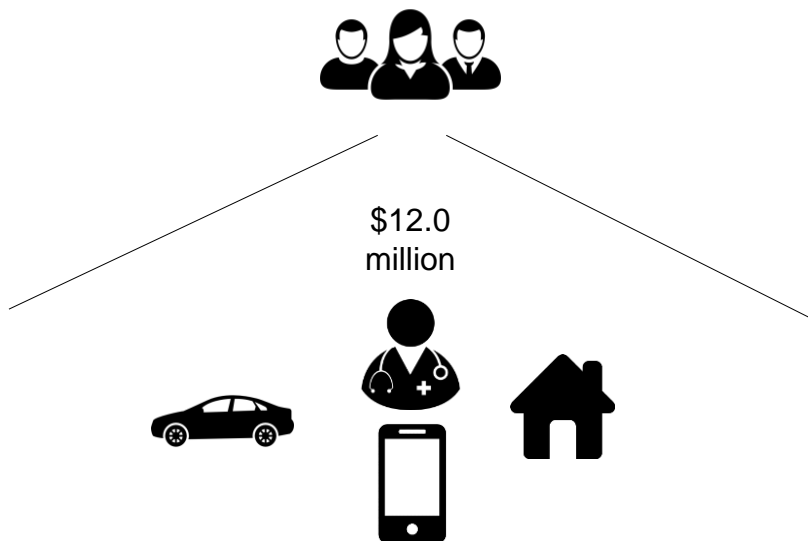
Source: CRVA Research

## \$9.7 million is generated to support CIAA demand



Source: CRVA Research

## Employment supported by CIAA invests another \$12 million into local economy



Source: CRVA Research

## Economic Impact in Summary

**\$50.5 million** Economic Impact

**\$28.8 million** Direct Spending

**\$2.0 million** Local Taxes

**436** Jobs Supported

Source: CRVA Research

City of Charlotte-CRVA Support

## More than \$1.5 million in Annual Student Scholarships



Source: CRVA

## Additional Event Support

Office relocation subsidy - \$171,168 to date

Diversity Consultant - \$80,000

Event Services - \$88,000

- Welcome Banners

- Bojangles' Cosliseum Shuttle

- Staff & VIP Meals

- VIP Transportation

- Parking Expenses

- Hotel Welcome Package

- Curb Control

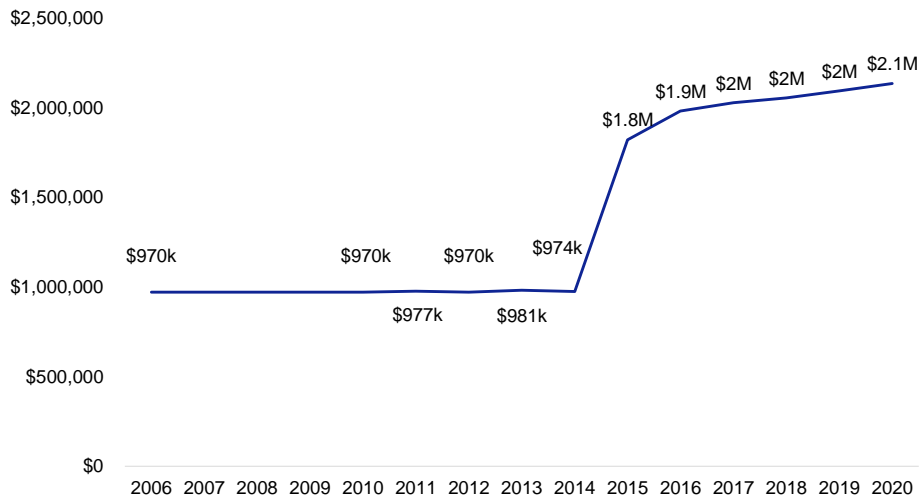
- Volunteer Coordination

Spectrum Arena Fees - \$410,000

Free Rent at the Charlotte Convention Center

Source: CRVA

## \$2 million in Total Annual CIAA Support



Source: CRVA